

KARIN AMOS

Lead UX/UI Designer

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Professional Summary

Lead UX/UI Designer with 8+ years of experience in the gaming industry, specializing in mobile and cross-platform games. Skilled in creating immersive, user-centered interfaces that balance creativity and functionality. Proven ability to lead design processes from concept to execution, collaborating with cross-functional teams. Passionate about using UX research to enhance player experiences and drive engagement, with expertise in managing design teams and iterating on game-play and user interaction.

Skills

Design Tools:

Figma, Adobe Suite (Photoshop, Illustrator, XD, After Effects), WordPress

UX/UI Skills:

Wire-framing, Prototyping, User Research, Usability Testing, Cross-platform Design (Mobile/PC)

Game Design:

Strategy/MMO, Narrative-driven Games, Player Experience Design.

Languages

Hebrew - Native

English - Proficient

Spanish - Proficient

Tailored to the Role

Extensive experience in UX design for gaming, focusing on cross-platform (Mobile/PC) and strategy games. Proficient in rapid prototyping with Figma and Adobe tools. Strong collaborator with cross-functional teams, including Art and Game Design leads. Expertise in player-centered design and user research to enhance gameplay and engagement.

EXPERIENCE

Lead UX/UI Designer

Yakim Interactive – February 2022 – Present

- Collaborated with the Art Director to establish cohesive design direction for a PvP mobile game, resulting in a significant increase in user retention.
- Led UX/UI design, incorporating playful interfaces and onboarding processes that reduced early-stage player churn.
- Delivered wireframes, user flows, and detailed design specifications, improving gameplay flow and enhancing the user experience.
- Managed Concept Art and UX/UI teams, ensuring designs aligned with gameplay mechanics and project goals.
- Iterated on prototypes based on player feedback, refining both game mechanics and overall user experience.

UX/UI Designer

Playtika – 2021 – 2022

- Designed user flows, wire-frames, and prototypes for mobile and desktop gaming platforms, enhancing user engagement.
- Collaborated with cross-functional teams, including Product Managers and developers, to improve player interaction through strategic UX/UI design.

Monetization designer + UX/UI Designer

Beach Bum – 2020 – 2021

- Developed pixel-perfect UI for live operations, in-game promotions, and CRM campaigns, driving user engagement.
- Worked closely with developers and Product Managers to ensure consistency across platforms and user experiences.

Monetization designer + UX/UI Designer

Aspire Global (A subsidiary of NeoGames) – 2019 – 2020

- Designed UX/UI for Online casino platforms, optimizing B2B and B2C user experiences.
- Created branding and marketing materials that supported product growth and user acquisition strategies.

EDUCATION

Sagi Schreiber's Advanced UI/UX Design Course

Certificate in User Experience Design and Characterization.

Shenkar College

Certificate in UI/UX User Experience Design and Characterization

Shenkar College

Certificate in Interactive Communications.